



Marketing Child Care Programs: Why and How

Mary Frank

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Is marketing appropriate for child care programs? National leaders in marketing management and child care discuss the growing trend toward marketing child care programs. As more agencies recognize the need to develop their own marketing programs, inherent obstacles--particularly negative public and professional attitudes--are revealed. Marketing Child Care Programs addresses the resistance and offers strategies for surmounting the problems. The contributors outline the value of marketing child care programs and document how different types of programs have successfully marketed their services through case studies and illustrations of various kinds of communication strategies. The study of this trend and the exposure to successful marketing programs will prove valuable to administrators of profit and non-profit child care agencies, centers for special needs children, and other church, hospital, and community related programs.

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